

THE JERUSALEM POST

U.S. World Trade Fair Special Supplement

Tuesday, May 6, 1958

NEW YORK'S second International Trade Fair, in which Israel is again participating, opens as the NEW YORK U.S. recession appears to have touched bottom and a revival of world economic activity may no longer be very far off. For Israel, however, the Fair seems to be getting under way at a particularly auspicious moment. Coming, as it does, just as the new state completes its first decade, it offers an appropriate vantage point for reviewing its achievements, which have been remarkable indeed. Most important, perhaps, is the fact that the Fair has begun at a time when Israel is becoming export-conscious and both ready and willing to offer a wide range of goods.

This recent turn, evidenced by the fact that the Israel pavilion now occupies double the space it took up a year ago and that much more money and effort have been invested in the displays, could not have been taken by surprise by anyone who is informed about Israel's economic situation. For the salient aspect of this country's economic development has been Israel's utter dependence upon the import of foreign capital, both as the motive force of her dynamic expansion and as a provider of foreign currency for her current needs.

The flow of foreign aid funds, reparations, loans and private investments to Israel has been going on at an average rate of about \$300 m. annually, of which one-third has been used for importing capital equipment while the other two-thirds have been exchanged for Israel currency — in order to pay for local labor and products used up in investments — and therefore could be channelled to purchasing raw materials, fuel, food, etc. But as time goes on and the big post-war immigration is gradually integrated, investments tend to taper off and the part they play must be taken over by the country's own exports. Moreover, this process must be speeded up in view of the prospective depletion of important capital sources, such as German Reparations payments and the American grants-in-aid. During the past ten years Israel had to neglect exports in order to concentrate on the big domestic task of absorbing immigration, but expanding the overseas sales of her products will certainly be the main object of her efforts during her second decade.

As a matter of fact, considerable headway has

been made in this field in the past few years, and this trend is expected to continue. In 1955, commodity exports totalled \$89 m. and exports of services \$55 m.; in 1956/57 the respective figures were approximately \$130 m. and \$80 m.; for the current year the targets are \$160 m. and \$70 m. Moreover, while in the previous period Israel set a good deal of store by clearing agreements, now she tries hard to find customers by ordinary commercial methods, to face competitive conditions and to gain a foothold in hard currency markets. Quite a number of her products have already won reputations and some are even selling at a premium because of their quality and reliable deliveries.

Israel manufacturers are also devoting ever greater care to studying the wishes of overseas clients and learning to meet their special terms and demands. For the time being, exports still account for a relatively small percentage of their total sales — except in some industries, such as polished diamonds, citrus juices, plywood or tyres — but they realize that this situation is rapidly changing, and it is to stress their determination to make a success of it, that they have expanded their participation in this and other international fairs this year.

Arts and Crafts' Role at Israel Pavilion

By DIANA LEHNER

TWO tenderly chiselled concrete giraffes straining upwards in space will adorn the centre of the Israel pavilion at the World Trade Fair that opens in New York tomorrow. The graceful composition, created by Meir Dahan, a 24-year-old Elia Hod sculptor, is intended to attract attention — and visitors — to Israel's various displays in the huge Coliseum building at Columbus Circle. The pavilion, one of the 40 exhibit halls at the Fair, is expected to draw over a million visitors in ten days.

The exhibition in New York is one of 14 Israel trade exhibits commenced in March and continuing until September in various parts of the world under the sponsorship of the Israel Company of Fairs and Exhibitions, Ltd., which counts among its shareholders the Government, the Jewish Agency, the Manufacturers Association, the Histadrut and the Chamber of Commerce. Dr. E. Justice-Dayan, Director General of the company, Mr. Joseph Polach of the Ministry of Finance and Mr. Abba Elhanani, the architect who designed the prefabricated 300-square metre pavilion, which was shipped from Israel, were in charge of setting up the exhibition. Over 70 Israel manufacturers grew up with the exhibition as well as

By Eitan Ezrahi
Director of the Export Division of the Foreign Trade Department at the Ministry of Commerce and Industry

ISRAEL export data for the past few years are encouraging enough, indicating that the value of our export trebled between 1949 and 1957, growing from \$40m. to \$120m. Viewed against Israel's trade balance and her balance of payments, however, this achievement must be viewed as only a beginning and we will have to find ways of trading the figure again in the near future, for last year's import added up to \$220m. while visible and invisible export together brought in only about \$200m.

During the first decade of Israel's existence, the State as well as those who helped it avoided most of their efforts at the development of its industry, agriculture and services so as to meet the needs of a growing population that has now passed the two-million mark as against 800,000 in 1949. The Israel economy advanced substantially in this respect in the production of both food and industrial goods. In the last years considerable sums were also invested in the development of such mineral resources as potash, phosphate, bromine and fertilizer, which have only begun contributing to the economy and will do so to an increasing extent as the years go by. In coming years, the main object before us — especially with the expected decrease in Israel's income from such foreign currency sources as German reparations and compensation and American grants — will be to close the gap between export and import and to cover at least our consumption expenditure of foreign currency with the proceeds of visible and invisible export.

Export figures for 1957 break down as follows: \$87.7m. (or 40 per cent of the total) in agricultural produce, \$48.6m. (36 per cent) in industrial goods, and \$32.6m. (24 per cent) in diamonds.



Smart displays abroad of fashionable, well-made Israeli products, are helping boost exports.

The bulk of the agricultural exports was citrus. In this field there have been indisputable achievements: Israel fruit has made a name for itself and won good markets, often achieving better prices than citrus from other countries. The newly-planted groves will enable us to increase our sales further, but this increase will of necessity be limited by the availability of land and water for new groves as well as by the absorptive capacity of the markets overseas.

Agricultural Expansion
Nor will sales abroad of other farm produce, such as pears, eggs, flowers, fresh vegetables, etc., materially affect the scope of our agricultural export beyond certain definite limitations. We hope that an expansion of 250 per cent is possible in this field, but this cannot be done until Israel's economy will stand or fall on a substantial rise in industrial export, to which, it is, that we must direct our efforts.

Limited Scope
The limited scope of our export so far was due to the need of meeting the brisk demand on the domestic market as well as to the high cost of industrial production and the poor organization of export shipping and marketing. A good deal has been done in the past two years to deal with these faults. The Israel Corporation for Fairs and Exhibitions, set up to plan and organize all our trade exhibits abroad, including the New York Fair, has displayed our goods in the face of the world with the active aid of the Government. Another company has been set up to insure export risks, which are particularly great in dealing with consumers' goods. An Export

Marketing Institute is being created by the exporters with the help of the Government and the U.S. Operations Mission to deal with market research, information services and guidance for exporters. A government corporation has been set up to organize small industrial exporters into one roof sale company, as was done with agricultural exporters.

A number of export companies have been taking an interest in potential new markets. We are expanding the network of our international trade agreements in

development of its raw material resources and for taking the initiative in establishing other industries designed primarily for export. In any case exports can be boosted only once the needs of the home market are met, and everything will then have to be done to restrict domestic demand, including putting off any rise in the standard of living until we achieve a balance of trade.

Much has lately been done to improve the quality of Israel products, enabling them to compete with international standards. There has also been an advance in efficiency and productivity, although a good deal remains to be achieved.

We have made a good deal of progress in establishing permanent shipping routes to parts of Africa and Asia with which our connections had previously been sporadic or nonexistent. The opening up of Elat in particular improved the possibilities of trade with those regions, to which we are closer than are our competitors in Western Europe.

Increased Sales
Our sales to the industrialized countries, which depend mainly on prices and on quality, have increased to a fairly satisfactory extent lately. Exports to the U.S. reached \$31.5m. F.O.B. in 1957, of which diamonds accounted for \$14.5m. and finished industrial products for the rest. Our sales prospects in the developed countries are eminently satisfactory when it comes to fashion, handicrafts and certain food products. In addition, up articles appealing specifically to Jewish buyers. We still

order to remove some of the obstacles. Exporters have also benefited from a great deal of assistance in financing, which is especially important where credit is restricted, as in Israel. There has also been progress in publicity, and the information material that has been put out to date is now being rounded out with an itemized comprehensive catalogue of all of Israel's export products.

All these, however, are only a modest beginning. While Israel's existing plants do constitute an important export potential, additional capital will have to be found for the

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Israel Fairs Are Carefully Planned

By Our Economic Editor

IN the current budget year, a sum of IL200,000 has been allocated for Israel's participation in trade fairs and exhibitions abroad. In addition, some IL100,000 are expected to come from the exhibitors' fee, etc., bringing the total to IL300,000, i.e. almost exactly one per cent of the funds earmarked for export development in 1958/59. The fact should not, however, be misunderstood: at that modest level it is a marked advance over past years, and the bulk of government aid goes not to displaying Israel products, but to paying export premiums in order to make them competitive overseas.

Market Research
Moreover, an export drive involves much besides exhibiting the goods — market research, building up an efficient sales organization, acquiring agents abroad all necessarily take a good deal of time. Also, the small body in charge of showing Israel goods at international trade fairs is at present strained to capacity, and it is no use burdening it with more tasks than it could satisfactorily implement. Even so, it would probably jump at any opportunity of participating in additional fairs offering good chances of promotion, and if some cherished projects have had to be dropped, this was not through lack of dedication on its part. Plans to hold an exhibition in Buenos Aires this year, for instance, are likely to be shelved only because the preparatory work that was to have been shouldered by Argentine Jewry has progressed disappointingly.

Lessons Learned
At the exhibitions in which Israel did participate in the past few years, the lesson of several failures has been taken to heart and the good taste and the organization of our displays have improved. Every exhibit is now planned carefully and according

to a strict timetable. A staff of experts — artists, shipping, display — has been trained and the role of the individual exhibitors, who have formerly been given more or less a free hand, has been reduced to a minimum. Modern methods and standard structures are employed, and steady contact is maintained with trade circles both at home and in the country where the fair takes place (to whose special circumstances and predilections the display, by the way, is adapted).

As a result, both the popular appeal of Israel exhibitions in terms of visitors (whose number topped 11m. in 1957) — and their commercial achievements have greatly increased, and some Israel pavilions have been acclaimed as top-class. On the other hand, costs — both overhead and on the spot — have been considerably reduced, with the share of foreign currency dropping to less than half; it has thus been possible to expand activity abroad despite relatively modest budget allocations.

13 Fairs
The programme for the current year comprises 13 major fairs — of which those in Johannesburg and Helsinki have already been most successful in Johannesburg. Israel exhibited for the first time in a specially erected permanent pavilion in Helsinki. It was the only country invited to take part in the annual Finnish Fair. Other fairs at which we will be represented include those at Poznan, Ismir, Marsette, Frankfurt, Zagreb, Saloniki, Nairobi, etc. In addition, Israel will take part in several special exhibitions like the recent toy show in Messina, the "Glasgow Fair" at Heidelberg, the Israel exhibition at Rangoon, etc. Among the projects now being worked out for next year is a mobile exhibition of East and West Africa, but that is still in the preparatory stage.

Goodwill Needed
Some of the efforts that we have invested in past years in the absorption of immigration, the creation of employment and the development of such economic resources as water, power and transportation will be diverted in the coming period to export. Israel will have to find and to mobilize the goodwill that will aid her in this effort to achieve economic independence.

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DAY DECEMBER 31, 1957

Today's Postbag

The Weather

FORECAST: Day with much sun in intervals; wind from the west, 10-15 mph; temperature 68°-77°.

7:30 AM: 68°
9:00 AM: 71°
11:00 AM: 77°
1:00 PM: 77°
3:00 PM: 77°
5:00 PM: 77°
7:00 PM: 77°
9:00 PM: 77°
11:00 PM: 77°

7:30 AM: 68°
9:00 AM: 71°
11:00 AM: 77°
1:00 PM: 77°
3:00 PM: 77°
5:00 PM: 77°
7:00 PM: 77°
9:00 PM: 77°
11:00 PM: 77°

a wonderful holiday. I thought that "Winter Sunshine in Israel" was just a tourist slogan. But I'm enclosing the weather forecast from "The Jerusalem Post" and I have marked the temperatures

So you are quite true. Wait till you see my beautiful tan! I shall certainly advise Jack and Miriam to spend next winter in Israel. There just had a wonderful swim in the Mediterranean and tomorrow I'm flying down to Eilat for a swim in the Red Sea. Shall tell you all about that in my next letter.

Made love to you all,
Ruth

I'LL BE THERE IN A FEW HOURS

I used to travel at "my own speed." But to far-away places like New York, Paris, London or Johannesburg, I rely on EL AL AIR CARGO service to quicken the pace. Whatever the destination, they speed me there in a matter of hours.

When I open my droopy eyelids to the facts, I have no choice: EL AL flies out of Lydda every day; EL AL's cargo capacity is biggest; and of course EL AL has that big advantage — speed. This daily schedule, with as many as seven EL AL planes taking off in one day means cargo capacity is multiplied — and each EL AL aircraft can carry plenty of turtle food (or what have you). As a matter of fact, this morning's "Turtle Dispatch" carried a story that the EL AL record-breaking New York-London flight carried 21 tons of cargo!

If you are sending cargo, you too should investigate the facts. Apply to EL AL Cargo Department, 94 Allenby Road, Tel. 60090. Tel Aviv. Or see any EL AL branch or agent.

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Productivity Key to Selling More Abroad

By Amos Melamed

WHAT are Israel's main problems in its quest for increased exports? The first is Israel's relatively high cost of production, which is due to a number of long-run factors and reduces her competitive standing. A country will benefit from foreign trade to the extent that she enjoys a relative advantage in the production of certain goods and services. Thus, Israel has such a marked advantage in the citrus industry that she can absorb her high cost of production and still remain competitive. In other fields, natural disadvantages can be overcome by a high capital-labour ratio and by the efficient training and organization of labour as has been demonstrated by Israel's tyre industry.

Basic Factor

A basic factor in this country's high cost of production is the cost of labour relative to its productivity. In 1955, while the average hourly wage in Israel industry was only 31 per cent of what it was in the U.S., average productivity in Israel was 26 per cent. In Britain the average hourly wage was slightly lower than in Israel, but productivity was 75 per cent higher than in this country. Productivity in Italian industry was about the same as in Israel, but hourly wages were about half the wages prevailing here!

A solution to these problems will have to come in the long run. If we want to triple our exports, Part of

the answer lies in increasing labour productivity without at the same time raising the standard of living. Other solutions must centre around the restoration of the domestic price structure which has hitherto distorted the allocation of the factors of production and, in turn, resulted in an inefficient distribution of tasks in the economy.

Impressive Rise

It is estimated that the average rise in the productivity of Israel industry between 1950 and 1956 was an impressive 4.4 per cent annually. This is mainly due to the provision of modern equipment financed by heavy capital imports — and to the fact that we started from a relatively low productivity level. A much more energetic attempt is called for in this field by affording the enterprise, scientific assistance in personnel and production management, as well as questions like time and motion studies, of the wider use of incentive wage systems. With the present high cost of production, only higher efficiency, and productivity will allow Israel to enter the world market at possible if not wholly competitive prices.

Turning to the factors that affect Israel's exports more immediately, we will find that much more could be done, both in scope and in detail, to develop our foreign sales. Here most of the initiative will have to come from the Government, which affects economic processes directly, for better or for worse, through foreign currency controls, raw material allocations and export premiums.

Export premiums at present amount to 800 pruta for every dollar of added value, i.e. every dollar of net foreign currency gain due to the domestic manufacture of the exported product. This premium is granted in order to allow the exporter to compete on the world market and at the same time meet the high production costs that prevail in Israel. The Government also makes special provision for exempting raw materials designed for export production from import duties, and has given exporters financial assistance in building up their raw material stocks.

The Government has also taken the initiative in organizing export companies in such fields as leather goods, wine, leather goods and others where the individual exporter is too small a producer to be able to cover the overhead expenses entailed in export ventures. First steps have been taken in order to put through the necessary legislation and organize packaging and quality control. The Ministry of Commerce and Industry also publishes a number of extremely helpful pamphlets on market conditions and export possibilities in various countries. The Government approves new investments with a distinct eye to the new ventures' export potentialities and Government services are more readily invested in enterprises which seem likely to export goods and services.

Complicated Procedure

This is quite an impressive list. When one follows the day to day struggle of an exporter and the day to day performance of the Government in implementing these policies, however, the picture appears much less rosy.

The computation of the value added by exports is an extremely complicated procedure that must be revised as the domestic increment in the production of the goods increases. This leads to friction if a manufacturer calculates the profitability of his exports on the assumption of a certain added value which affords him a premium, while the Government does not grant the premium until it has computed exactly the added value in his particular plant. It would appear indicated to sacrifice considerations of complete accuracy for the sake of workability by making the added-value computations on a more or less branch-wide basis, thus enabling each producer to get on with his cost calculations knowing beforehand just

what premium award he can expect.

Simpler procedures are also called for in raw material imports, although one must recognize that high duties on imports for home consumption make it extremely attractive for the manufacturer to direct raw materials imported for export processing to the production of goods for the domestic market.

Much more initiative and a much more serious approach are called for in the field of quality, packaging and design control. It must be recognized that although most of our potential markets in Western Europe and the Western Hemisphere are willing to buy imported goods even if similar goods are locally available, they will do so only if the foreign merchandise is of a higher quality. Export knowledge from abroad, coupled with much closer attention, must enter the picture and advise on the raising of quality standards. This is particularly difficult in export items such as souvenirs and gifts. The few steps taken in this direction are not enough, especially since future exports depend on the success of our present sales and the quicker we act the easier our task will become.

Invisible Export

We would like at this stage to attract our attention to one branch which seems to us to have been unduly neglected in our export drive. This is the tourist industry, which could well become a foreign-currency earner second to none, if it was provided with the necessary assistance. The tourist trade has in the post-war period become the single largest foreign currency earner for England, France and Italy, countries with highly developed industry and agriculture. Yet Israel has possibilities which may be even brighter. It is not far-fetched to say that every Christian and Jew at least is a potential pilgrim to the Holy Land. In order to develop this industry one must recognize its vulnerability to security considerations and the high cost of transportation. The Tenth Anniversary year, which seems to have attracted a relatively high number of tourists, should be a starting point for much more serious attempts in the future years.

To develop the tourist industry, the Government must initiate an overall plan for future development. It must

Wide Variety Of Foodstuffs at Fair

By Molly Bar David

WHAT Not to send to the New York Trade Fair must have been the Big Problem of our food processors this year. For Israel's food industry has passed the coddling stage and its products can, on merit of both quality and price, take their place competitively along with the world's leading manufacturers. All the industrialists represented operate modern factories with the best of equipment—much of it obtained through German reparations—and they maintain laboratories and research departments to keep their goods at the highest quality level.

In a recent gastronomic tour of Europe, it was a delight for me to discover in

the most discriminating shops that the foodstuffs going to the Fair, are well-known and much appreciated on the Continent. Indeed, many Israel manufacturers enjoying a brisk foreign business no longer use the sentimental appeal of Hebrew lettering, feeling sufficiently sure of their products to sell them on standard alone. Nonetheless the public-relations aspect of utilizing identifying labels of the Holy Land has wisely not been dropped by other firms, the excellence of whose wares in any case invites repeat buying.

The Lieber Chocolate Company Limited — the oldest factory of its kind in Israel (founded 1921) — exports to such far-flung lands as Australia, Venezuela, South Africa, Iceland, Rumania, Bulgaria, Canada, Western Europe and also does a good trade in the U.S. From its large assortment of chocolates, wafers, sweets, it sent to the Fair an attractively packed box of chocolates which looks like a Passover Hagada Prayer Book and contains bitter chocolates wrapped to look like miniature matzot. The "dry loaf" bears the inscription "Let all who are hungry enter and partake thereof..." thus rounding out the Passover theme. This chocolate is kosher for Passover, and a treat all year round. Lieber also sent boxes of chocolates under a "Heritage" theme, depicting scenes of Israel on the box. The assortment of marzipan, nut crunch, almond filled, coffee cream, fruit, vanilla and other fillings, with superb chocolate, is delightful indeed. The firm also sent ARVIV bars of pure chocolate, as well as milk chocolate, and a raspberry cream chocolate bar that is as smooth as velvet.

Demand for Chocolate Elite Limited, the largest chocolate factory in Israel, enjoys a healthy demand for its chocolate in the U.S. and this year has had a 20 per cent increase in its American export business. Of dozens of lines, all impressive, it sent just three items to the fair. Elite's "Tenth Anniversary" of the State of Israel" box is festive indeed, containing an assortment of every imaginable flavor, each piece of candy foil wrapped. Guesswork at selecting can only lead to happy surprise! Elite is also sending a box of "Chocolate Filled Biscuits" filled not with liquor but with assorted cream fillings each fine and delicious. An 11-oz. tin of hard boiled sweets — so popular in Israel — also went to the Trade Fair.

Asia Limited, one of our largest canners, sent two of Israel's most native products: Bitter Orange Marmalade and Cucumbers in Vinegar. Actually, the latter is a dill pickle with the "kasher-style" spicing as popular in the United States as in Canada. Israel's dill pickles have always been a superior product, and come in a great variety of pickings. Dill pickling is traditional to Jewish cookery and success in their manufacture comes naturally to good firms in Israel. As for sorting of sizes and quality is of a very commendable standard, and the selected cucumbers were of a firm strain suitable for pickling.



Testing sugar syrup content in canned grapefruit segments, popular at home and abroad.

Though the Israel market prefers a sweet orange marmalade, we do a good business with the bitter orange marmalade for export and compete favourably with the British export market (which must import its pulp, also from Israel). Asia's marmalade is clear, with fine peeling shredding, pleasant and pleasant to the taste. Though this is chiefly an export product, the subtle flavouring so popular abroad has been captured by Asia in its product. Israel's orange and grapefruit products, made of Jaffa citrus fruits, need no heralding abroad. Unfortunately, our squashes will not be shown at the Fair, but I will introduce our Grapefruit Segments in Syrup and Israel's pure orange juice in tins. FIT is the trade name of the Federation of Israel Canners Ltd. and is comprised of Adir, Lepata, Noon, Prit, Taim, Shalhad, Shufra and Vita tinned foods; but practically every large tinned and bottled food processor in Israel specializes in citrus fruits. The orange juice is unadulterated, contains no artificial preservatives or colouring, and all the natural flavour and perfume of the Jaffa orange is retained. The recently introduced grapefruit segments sent to the Fair enjoy an enthusiastic reception in much of Europe. With membranes removed and segments kept unbroken, the grapefruit is preserved in syrup and makes a luscious dessert which is capturing markets in many lands and now being welcomed into the United States. New also to our shelves is the canning of our pineapple flavoured

been the paragon of fine edible oil in this country for decades. Indeed, during the acute period of rationing, when this firm was unable to secure top grade beans, nuts and seeds, it removed the label from the lesser product which it was compelled to turn out for the local market.

Matsot Israel will be on review in America where a bond has been felt for a generation and more with Israel, particularly at Passover time. The selling of Israel matzot, however, is boosted by more than spiritual link; Matsot Israel turn out a tasty, crisp, hearty and very well-made matza.

Teima of Palestine Edible Oils Limited, and Vita, will be both exhibiting and selling the same excellent soup powders and cubes from among their selections. These are Asparagus, Mushroom and Chicken soups. Teima's in cube form, Vita's in packets. Both firms have built up a most enthusiastic market in Israel and in such distant countries as New Zealand, Scandinavia, South Africa, Greece, England, Holland. In a recent visit to European markets I found this product the subject of repeated praise by connoisseurs in most of the capital cities which I visited.

Both Teima and Vita are showing their Ice Cream Powders—Chocolate, Strawberry, Vanilla, Mocha. There are slight differences in the make-up and flavour of the ice creams of the two firms, but both manufacturers can confidently make this first entry into the United States without hesitation. Vita intends to have cooking demonstra-



Israel foods in bright new packaging. These were designed for home consumption, while export packaging is predominantly in English.

honeydew-type of melon, also being acclaimed abroad. A great deal of research has gone into perfecting this type of canned fruit and a satisfactory — if complicated — processing evolved which keeps the tinned fruit as crisp as the fresh, and retains its original delicate elusive sweetness.

Under the FIT label will also be two vegetables which are popular in Israel and should prove to be as much liked, though now a novelty, in the American market. One is Pickled Gamba, a sweet red pepper skin to pimento in its flavour but incomparably cheaper in price and also good as a salad ingredient, and not only a garnish or condiment. FIT has also sent to the Fair tinned Shama (Okra) in tomato sauce. This vegetable is well-known to the lovers of Gamba, but in its present form should be well received by the general public. Its canning also requires skillful handling, or the result may be a product that is both tough and stumpy. Fortunately, FIT has learned to overcome the hazards.

Shemen Limited will have on exhibit its two fine table and cooking oils. The Refined Pure Olive Oil is being offered on sale in small tins and the quality does justice to the Biblical promise of this ancient product of Israel's. Meleg Oil, made of soya, peanuts, and oil seeds, has

tions and tasting bars of their products at the Fair, where they plan a large exhibit. Teima will also show its marmalade and condiments products, in "dummy" form.

Wines Doubled Carmel Oriental, which has doubled its export of wines to the United States in the past year, will make its appeal chiefly to the lovers of sweet wines. The Jewish market is particularly fond of dessert wines, and the Rishonim Oriental Grape Wine has for many years been a "Kiddush" favourite among traditional Jews in America. Malaga, Concord (a sweet red wine not marketed in Israel) and Alicante will be at the New York Fair. The admirers of dry wines will welcome Carmel Oriental's Adom Atik—our best red table wine—and Carmel Brandy, a light white wine for table use and also for aperitifs (in France it served chilled as a refresher). Carmel Wineshnik — a Cherry Brandy without berries—is an Israeli liqueur much favoured among ladies that is sure to appeal to American women for after-dinner serving. Carmel Brandy has long been acknowledged as a fine drink for men both in Israel and abroad. Newest on the market is Israel's Carmel President Wine—which is a sparkling champagne, a drink fit to toast the New York Trade Fair and the Israel Exhibitors there!

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How US Assistance Aids Israel's Industry

By John J. Haggerty

Director, United States Operations Mission to Israel

THE United States Government, seeking to aid Israel in its struggle for development and economic viability, has helped it make measurable progress toward the goal of an industrial economy geared to self-sufficiency for internal needs and ability to provide manufactured products for export. This has come about through significant U.S. contributions of loans, grants-in-aid and technical manpower.

Israel can be said today to have a reasonably well-balanced industrial economy while Israel's industry has shown quality improvements, product lines have been expanded, costs reduced and production volume increased. In all this Israel has been aided by the United States Operations Mission.

The significance of this development — both to Israel and the U.S. — is that Israel's industry today is on the threshold of self-sufficiency for internal consumption with an available volume also for exports to markets abroad.

Meanwhile, a recent specialized focus of U.S.O.M. technical assistance in industrial design and the formation of an Export Marketing Institute are aimed at further product improvement — one capable of more fully meeting local and world market standards, with the products of Israel's industry.

This programme could not have been possible in Israel without substantial external support for such basic requirements as capital equipment, raw materials and technical know-how.

U.S.-sponsored assistance and support followed the granting of a \$125,000,000 Export-Import Bank loan in 1951-52, of which \$20,000,000 was allocated for procurement of modern machinery and equipment for industry.

Between 1952 and 1957, out of a total of \$776,361,596 in U.S. commodity assistance, \$11,199,873 were allocated for power and industrial development and \$45,457,273 for raw materials required for industrial processing, including \$21,500,000 for local

consumption and \$24,000,000 for export. During this same period, a total of \$2,600,000 was provided through raw cotton imports by Israel. Local currency proceeds accruing from these dollar allocations were directed back into industrial development programmes.

Concurrent with this financial support for industrial development in Israel, an approach of direct technical assistance and guidance was provided. Some 460 man-months of work by U.S. technicians in Israel and 385 man-months of training by Israelis in the U.S. or other countries have been logged, at a cost of \$2,200,000.

U.S. industrial technicians have worked here in the general fields of textiles, metals, chemicals, food processing, glass, materials handling, management training, transportation, industrial design, tourism surveys, export marketing standard and quality control, and many others. Israel's sent to the U.S. or to other countries for training have specialized in petro-chemicals, pharmaceuticals, textiles, metals, ceramics, rubber, food processing and handling, storage, electric power, refrigeration, industrial standards and management, labour productivity, nuclear science, solar energy, formation and flow of capital, jewellery production, and others.

One of the most useful projects of U.S.O.M. with potential impact on industry has been through cooperation with the Standards Institution of Israel. Both the high quality of American technical help and a substantial amount of American dollar-financed equipment has made the Institution a model in terms of size of the national economy being served.

Marketing Institute

In an endeavour to reduce the gap between the value of exports and imports in Israel, an agreement was signed between this country and the U.S. in 1955 to establish an Export Marketing Institute here. The Institute intends to survey all current and potential world markets within trading and political range of Israel, to develop factual, up-to-date information pertaining to which markets can be expanded



Samples of packaging of Israel goods for export, designed by the Israel Products Design Office, a jointly-sponsored project of USOM and the Ministry of Commerce and Industry.

and new markets can be established. It also will create a sound, factual programme to develop those markets, and will obtain information on trade restrictions and barriers.

Commercial U.S. market survey firms have reported on techniques for packaging Israel products and made product studies on saleability of Israel products on the American market. Such products include leather goods, ceramics, textile goods, metal giftware, chocolates and candies, olive oil and others.

These firms operated on the basis of contracts with U.S.O.M. and the Israel Institute of Industrial Design, joined together in an Industrial Design Education Project. Initial survey reports covered packaging in such diverse fields as candies and chocolates, wines and soups, cosmetic products and olive oil. New packaging methods were instituted by Israel manufacturers on the basis of individual reports requested by producers of those goods on a commercial arrangement with the survey firms.

Further steps toward upgrading Israel exports include a contract agreement between U.S.O.M. and the Ministry of Commerce and Industry with a Pittsburgh firm of industrial designers, resulting in the organization of the Israel Product Design Office. IPDO aids Israel industrial firms in the designing of their products plus packaging to increase acceptability in world markets — resulting in sales increases.

IPDO services include suggestions for new types of packaging, for the use of new materials, packaging as a promotional medium and packaging as a factor in the larger area of company identification — as well as the actual designing of the package itself.

Presenting Ideas

In practice, ideas are presented to the client in the form of sketches, then are further developed in mock-up or more comprehensive form. Production artwork for printing plates is developed and the project is supervised by IPDO through the printing process.

Since July 1955 when IPDO was formed, 315 packaging items have been completed or are in the process of design for 18 manufacturers. Sample projects include: soft-drink and citrus juice bottles, perfume bottles, marmalade jars, candy and food boxes, antibiotic and vaccine packages, plus containers for all types of cosmetics, insecticides, etc.

Seminars and exhibitions arranged by both the IID



Aaron Wiener, director of Water Planning for Israel Ltd. (Tahal), and John J. Haggerty, USOM Director, on a recent field trip to Israel's Southern Plains, examine facilities of the Qila Reservoir on the Yarkon-Negar pipeline.



At Kibbutz Shikhot in the Ezeron Valley, one of the demonstration farms in Israel operating with technical advice from the Ministry of Agriculture and USOM, dairy cows are milked with modern machinery, the milk passing directly through pipes into refrigerated units.

and IPDO, attended by manufacturers, have resulted in improved product and packaging design. In addition to advice and literature offered by the IID, manufacturers are offered the services of the IID in design advice, or are referred to approved local designers of the IPDO itself.

Shortly to be opened by IID in Haifa is a Design Centre — a public exhibition of good industrial design.

Stamps Carry Israel to World

By Hana David

IN the past ten years Israel's Philatelic Service has issued 175 stamps, all printed and designed locally. None of our designers had any previous experience in the sphere of stamp production. Nevertheless, four Israeli designers have received prizes in stamp-designing competitions held by the U.N. Postal Administration.

Today collectors and stamp dealers in 50 different countries have placed standing orders for all new stamp issues. When Mr. Jacques Minus, one of America's foremost stamp dealers, was recently in Israel, he asked him to explain the success of Israel's stamps.

There are several reasons for this," he says. "Part of the joy of collecting is completeness. When one starts with a new country the collector has a better chance of obtaining a complete set. Then there is the romance of a reborn nation. Add to this the fact that the stamps of Israel are both artistic and meaningful, and there you have an irresistible combination."

A nation's stamps can be regarded as minute historic documents, recording the richness of its past and hopes of the present. Most of Israel's stamps are inspired by ancient Jewish motifs and tend to stress the idea of historical continuity. The well-known colourful series depicting the 12 tribes of Israel expresses the present ingathering of Israel's exiles.

Other designs tell the story of present endeavour in Israel. The "Hulan swamp" stamp with its finely drawn papyrus plants reminds us of the battle fought against the dread malarial swamps.

The festival stamps issued every Rosh Hashana have become a regular feature welcomed by collectors. These stamps which send the "tidings of gladness" far beyond the borders of Israel, generally recall ancient seasons of harvest and plenty. Highly acclaimed in this series was the attractive stamp depicting the biblical scene of their return from Canaan, laden with a huge cluster of grapes. This year's festival stamps will feature the "seven products of the land."

Independence Day is marked annually by a special stamp. Heroic episodes from the War of Liberation, such as the defence of Jerusalem and DeGaulle, have been documented in this way. However, in 1955, at a time when the entire nation was geared to the demands of mass immigration, the second year of independence was commemorated by two interesting stamps — the one recalling the "secret roads" of illegal immigration and other depicting immigrants reaching a free Israel by land, sea and plane.

Two months of steady groundwork that preceded the issue, on April 21, of the gold-coloured Tenth Anniversary stamp (a sturdy menorah bearing a ten-legged olive twig) — from the first designs of artist Otto Wallish to final



New stamps above will commemorate World Conference of Jewish Youth and the Tenth Anniversary Exhibition in Jerusalem.

selection by a committee of Ministers — are a far cry from the guarded feverish efforts that accompanied the birth of Israel's first stamps ten years ago.

In April 1946 the British, about to relinquish the Mandate, had cut off all postal services. The Jewish authorities began hurried and inept preparations for the

Unique Investment Opportunity

THE idea of selling stamps abroad appeared ludicrous in the first years of Israel and when it was discovered that the Philatelic Service had actually been earning foreign currency for the (then unified) Ministry of Posts and Communications, the responsible Minister was served a harsh Treasury note accusing him of contravening the control regulations. By that time the amount in question was scores of thousands of dollars. In 1953, stamp exports amounted to \$233,000, in 1954 to \$260,000, in 1955 to \$1.9m., and the target for 1956/57 fiscal year has been set at \$2m., based upon the actual sales figures in recent months. The U.S. accounts for almost three quarters of these tall figures, Britain, Switzerland and Holland ranking high among the other countries.

This success of Israel stamps on overseas markets is due not only to their popularity and workmanship, but also to the fact that they proved to be far the best investment opportunities Israel can offer. The prices of Israel stamps have been affected remarkably little by slumps in the philatelic markets, and several pieces scored to quite unexpected levels. The original 1948 issue of coin stamps which had a nominal value of I.L. is now valued at 600 (with tabs) while the 1948 "Postage Due" series, with a total nominal value of 50 pruta, lists in the catalogue at 600.

In recent years the stamp market has been revitalized by enthusiasm for "thematic" collections. The millions of collectors of "Religion on stamps" have found a special attraction in Israel stamps, whose motifs are so often drawn from the Bible. Other universal themes have been chosen by Israeli artists such as the appealing series featuring children. Even the Magen David Adom stamp was eagerly welcomed by Red Cross stamp enthusiasts; and stamp marketing reports indicate that Israel stamps have revived the demand for earlier Holy Land stamps.

The highlight of Israel's short philatelic history was the successful International Stamp Exhibition — Tabii — held in Tel Aviv last September. Famous collections from philatelists in 50 different countries were on view at Tabii — among them the comprehensive Guggenheim collection and Cardinal Spellman's artistically mounted set of "Religion on Stamps." Postal administrations the world over — amongst them the U.S., the U.S.S.R., Poland and the Vatican participated in the Official Exhibit Class.

At the New York Stamp Show opening on June 15 collections of Israel stamps will be on view at an exhibit organized by the International Society of Israel Philatelists.

What are the plans of the Philatelic Service of the Ministry of Posts for the Tenth Anniversary year? Shortly, a stamp will be issued to commemorate the Tenth Anniversary Exhibition to be held in Jerusalem — this time a modernistic design has been chosen. The work of Jewish Youth will be honoured by a stamp bearing the symbolic figure ten in dance formation. The millionth immigrant, who is expected shortly, will be welcomed by a special stamp.

In addition, a novel philatelic event has just been announced by the Israel Postal Administration. International and local artists are invited to take part in a contest for a series of stamps illustrating biblical themes. Wide interest is expected in this contest.

bombers seemed overhead, Israel's first stamps, the new classic Deir Yatri coin series, were issued. The ancient motif, coins from the time of the Bar Kochba revolt, was to symbolize the determined existence of the new-born state. A distinguishing characteristic of Israel's stamps are the explanatory tabs at the end of every sheet of stamps. Tabs were first introduced

printing of stamps for the ancient state. The problems of a series of insurmountable. Paper stocks in the country were dwindling. Where was a suitable printing press and perforating machine to be found? There was as yet no decision as to the name of the new state. Was it to be Yehuda, Zion or Israel?

Eventually sufficient paper of a variety of shades and thicknesses was obtained, an old letter-press set up in Hagana-guarded quarters. The stamps were printed and barely checked under black-out conditions, resulting in many errors, much to the subsequent delight of ardent philatelists.

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Today's Postbag

The Weather

Forecast: Fair.

Jerusalem	64	74	78
Tel Aviv	64	74	78
Haifa	64	74	78
Beersheva	64	74	78
Jerusalem	64	74	78
Beersheva	64	74	78
Jerusalem	64	74	78
Beersheva	64	74	78

(A) Humidity at 2 p.m. (B) Minimum temp. yesterday (C) Maximum temp. expected today.

ARRIVALS

Mr. Yigal Alon, M.E., after participating in the Tenth Anniversary celebrations in Europe (by M. Al.).

Mr. Meyer Weisgal, Chairman of the Jewish Agency for the Tenth Anniversary, on a short visit to the U.S. on arrangements for the Tenth Anniversary Committee (by B.E.A.).

Dr. Joseph J. Schwartz, Vice-President of the Development Corporation for Israel and executive head of the Israel Development Corporation, on a two-week visit to the U.S. on arrangements for the Tenth Anniversary (by B.E.A.).

Mr. David Rose, President of the American Technion Society, for a month's visit (by B.E.A.).

Mr. Abraham Polonsky, International Vice-President of the Amalgamated Meat Cutters Union of North America, for a two-week visit as the guest of the Histadrut.

Rabbi Dr. Solomon Fisch, of Leeds.

Mr. Moshe Ron, Secretary of the Jewish Agency, from Europe and South America, after a mission for the Tenth Anniversary World Committee (by B.E.A.).

DEPARTURES

Mr. Pedro Troncoso Sanchez, Minister of the Dominican Republic, after representing his Government at the Tenth Anniversary celebrations, to Rome (by M. Al.).

200 TONS of sugar are due in Haifa today (by M. Al.).

TOURISTS interested in attending the Lag B'Omer festivities at Meron should register today with the Ministry for Religious Affairs in Jerusalem (Tel. 5278 or 4308) or Tel Aviv (Tel. 32334 or 4222). The tours will leave from Jerusalem tomorrow morning and from Tel Aviv, Savoy Hotel, at 7 a.m.

A DISTRICT OFFICER of the Moslem faith is to be appointed soon in the Nazareth District, it is learned.

A SPECIAL counter dealing only with stamp collectors' items will be open from today and until further notice at the central post office in Jerusalem. Its hours are from 9 to 12:30 p.m. and 4 to 6:30 p.m. on weekdays and from 9 to 3 p.m. on Fridays.

100 BEERSHEVA unemployed picked the local Labour Council offices yesterday. Police were called to the spot, but left when the pickets showed themselves orderly.

FUTURE PLANS for Z.O.A. House, Tel Aviv, in the coming half decade envisage the erection of a three-storey, indoor and outdoor recreational facilities and other new additions. A celebration marking the cultural center's fifth anniversary was held last night.

Soldier Injured In Negev Crash

BEERSHEVA, Monday. — A soldier in reserve service received arm injuries when the army car in which he was riding crashed into an oncoming army car on the Beersheva-Sderot road at noon today. He was taken to the Beersheva Hadassah Hospital and later to the Tel Hashomer Hospital.

With great sorrow we announce the untimely death of

I.J. RASNIC
who passed away on May 2, 1958, in London.
Mourning by his wife, children, grandson, and relatives.
THE RASNIC AND LASK FAMILIES

We express our sincere sympathy to AVRAHAM NEUBAUER on the passing away of his FATHER

The Management and Employees of "IHUD" Insurance Agencies Ltd.

With deep sorrow we announce the passing away of our dear friend

HENRIETTA MICHAELSON
The Funeral Service will leave from the Hadassah (Eliv) Hospital, Jerusalem, today at 11 a.m.
The Management and Teachers of The New Jerusalem Conservatoire and Academy of Music

We are deeply grieved at the sudden passing of

HENRIETTA MICHAELSON
a great artist and a dear friend
JOSEPH J. SCHWARTZ AND FAMILY

IL400,000 I.M.G. Grant For Aguda-After Pressure in U.S.

By SHALOM COHEN
Jerusalem Post Reporter

The IL400,000 I.M.G. (Information-Media Guaranty) grant to "The Aguda and its Schools" run by Agudat Israel is now to be implemented and negotiations are in their final stage. It is reliably learned that Agudat Israel officials in the U.S. have exerted pressure on U.S. authorities for the immediate release of the grant.

The grant is part of the I.M.G. of Information Media Guaranty counterpart funds from the sale of U.S. books here and is distributed locally by the American Special Cultural Programme for Israel.

The IL400,000 grant was allocated to the Independent Schools for a study in American civilization and democracy. However, representatives of these schools, the Agudat Israel functionaries, are claiming that part should go towards repairs of the school buildings, and for overtime pay to teachers since "the extra subject time" they also claimed part for further study for their teachers.

Grant for Schools

Mr. Bernard Katzen, who was appointed special emissary to the State Department to advise on the distribution of the funds, was recently appointed legal advisor in the U.S. to Agudat Israel, it is learned.

Bank Theft, Police Report Confession

Jerusalem police reported yesterday that two men, one of them a deserter from the Army and the other a minor, have confessed to the theft of IL1,100 from the Rehavia branch of the Japhet Bank on Friday night, April 25. The police also claim to have recovered most of the stolen money.

Shalom Leichman, 18, was picked up in Rehov Ben Yehuda in Jerusalem last week by a police sergeant who had been circulating by the bank. He confessed that he and an accomplice had stolen the money from the bank and its safe from the apartment of the Manager, Mrs. Selma Freilinger of Rehov Harlap, Kiryat Shmuel, and had returned it after stealing the money. It is believed that he received information on the whereabouts of the keys from a girl friend, an employee of the bank.

Leichman, who deserted from the army earlier this year, also identified his accomplice, a boy under 18 whose name was not released. Police found IL225 on Leichman's person and another IL715 in the home of the two suspects.

Although the fact of the robbery was reported in the Press the Sunday following, at the request of the Japhet Bank the name of the bank was not revealed at the time.

EGYPTIAN FISHERMAN BEING QUESTIONED

ASHKELON, Monday. — The Egyptian fisherman who turned up here on Friday claiming that he had been shipwrecked and washed ashore is still being questioned by the security authorities, it was learned today.

So far, no sign of the fishing boat or the bodies of his four comrades, whom he claims were drowned, have turned up.

(Times)

26 Communists to Be Further Detained

Jerusalem Post Reporter

HAZARETH, Monday. — The Military Government today ordered 26 Communists, who are charged with participation in the assault of police during the May Day riot, to be detained for a further two weeks. The Governor ordered the extension under the emergency regulations.

The police this afternoon arrested Mr. Gassan Habib, head of the local Communist youth organization, they are still looking for Mr. Fouad Khoury, local party secretary, who is also head of the Communist faction on the town council.

Five students who were arrested during the riots were today released on bail, after police interrogation.

Mr. Majid Fahum, Modern town councillor, today sent cables to the Prime Minister and Government officials to put a stop to Communist activities. Mr. Fahum stated that the Communist action was endangering the Arab population.

Histadrut to Decide Reaction to Mapam

Jerusalem Post Reporter

TEL AVIV, Monday. — Future co-operation with Mapam in the Histadrut Arab Affairs Department may be decided by the Histadrut today.

Mr. R. Barkat, head of the Histadrut, said that the Histadrut will decide upon next week's session of the committee.

Answering Mr. Barkat's condemnation, Messrs. B. Lin and Y. Yudin of Mapam denied that there had been any anti-government aspect to Mapam's demonstration, which had been in support of the party's official policy regarding the Arab minority.

Children Lead Notoriety Demonstration in Jem

Jerusalem Post Reporter

A small two-act Notoriety Kart demonstration took place in Jerusalem yesterday against the construction of a swimming pool for mixed bathing and against the oppression of religious life.

The first act involved about one hundred little boys aged 8-10, who formed the "black troops" of about a dozen adults who waited behind them.

The boys reached the New Histadrut building in Rehov Strain before police, led by Mr. David Wilk, Head of the City Police Department, chased them home.

The adults, who constituted the second act, slowly advanced up Rehov Strain to Bikur Holim Hospital. Asked by the police either to go home or to be arrested for taking part in an unlicensed demonstration, they said they chose to be arrested.

Police hustled eight of them to police headquarters, and after a short while, released them.

BYZANTINE MOSAIC FLOOR DISCOVERED

HAIFA, Monday. — A Byzantine mosaic floor, probably of the fifth or sixth century, was unearthed by a power shovel near Sha'ar Ha'aliya this week. It was found only half a metre under the surface and was damaged by the shovel which was digging a trench for a pipeline. A Greek inscription was ruined, but experts believe that it reconstruct it.

The floor measures 10.5 by 3 metres. Its design is comparatively primitive.

A Second or Two...

Jerusalem Post Reporter

TEL AVIV, Monday. — The Chairman of the World Maccabi Union, Mr. Pierre Goldengans, complained to sports writers yesterday that Government officials whom he had met during his current visit had shown little or no understanding of sports.

As an example, he cited the reaction of one official to his statement that it was important that an Israeli athlete run the 100 metres in 10 seconds (equal to the world record) and not in 13 seconds.

The official seemed surprised and asked: "What's the difference? Only a second or two."

Talks Start On New Bond Series

Jerusalem Post Reporter

Preliminary discussions on the new bond series to be floated in the U.S. by the State of Israel, were yesterday held between Mr. L. Kahlon, Minister of Finance, and Dr. J. Schwartz, Vice-President of the Israel Development Bonds organization.

The negotiations are still continuing, but it has already been decided that the new series will be floated in the U.S. next year. No name has been given to the new series yet, nor has the amount been decided upon.

Two series of bonds have been floated in the U.S. by the State of Israel. The first was the Israel Independence issue in 1950 at total amount of \$500,000, of which about \$150,000 worth was sold. The second was the Israel Development Bonds issue in 1954 which amounted to \$250,000, of which \$150,000 worth was sold.

Name of Headmaster Who Was Suspended

Jerusalem Post Reporter

The principal of an elementary school, suspended for violating Ministry of Education school registration regulations, has been identified as Mr. Y. Antahy, headmaster of the State religious school at Mevaseret Yerushalayim.

He was suspended after a letter written by him argued on behalf of religious schools, to the hands of the Ministry. It was learned that in his letter to a Jerusalem resident, he is alleged to have declared "How discord in the synagogue and outside the synagogue, the Government had allocated for the rehabilitation of the Arab refugees in Israel, his Ministry would spend IL7.5m. for housing."

Sheikh Zalamani Tarif, of the Druse community, Archbishop Hakim and Mr. Seif E-Din Zuhbi, of Nazareth, also spoke. Mr. Namir was presented with a sword.

Israel Opera To Reopen May 25

TEL AVIV, Monday. — The Israel Opera will reopen its new home on the Tel Aviv sea front on May 25 with a performance of Gounod's "Faust". Mrs. Edith "Tina" Lippe, Manager of the Opera company, told the press today.

Next in the Opera's schedule is Donizetti's "Don Pasquale" (May 29). Two new immigrants from Poland, Alexander Traaki, former director of the Warsaw Opera, and Ladislav Shabbel, former director of the Breslau Opera, will conduct the inaugural offerings.

Mrs. de Phillips said that the Opera today employs 30 persons, among them six conductors, three choreographers, three dance instructors, a chorus and an orchestra of 60 members each, 25 soloists, 22 dancers and 24 laborers.

The lead parts in "Faust" will be performed by stars of the Paris and Amsterdam Operas. The new opera house is air conditioned and has a seating capacity of 800.

Chodorov In The Team for Tokyo

Jerusalem Post Reporter

TEL AVIV, Monday. — Yacov Chodorov, the veteran goalkeeper, has been retained among the 17 footballers to represent Israel at the Asian Games starting in Tokyo on May 24. It was announced last night. The footballers, two track and field men and their escorts, will fly to Japan on May 18.

The 17 are: Chodorov, Ben Dori, goalkeepers; Mordechai, Yitzhak, Lefter, back; Razali, Amar, Halil, Tach, halfbacks; Glaser, Goldstein, Stelmach, Nahman, Kaufman, Rafi Levy, Ratzah and Nahari, forwards.

Newcomers to international "Football" are Rafi Levy of Tel Aviv Maccabi and Nahari of Petah Tikva Hapoel. The selectors caused some surprise by dropping Benjamin Rabinowitz, the 22-year-old Tel Aviv Maccabi wing-half, who has played some splendid games in the national eleven in the past, and also by leaving out Haifa Maccabi's promising inside forward, Abraham Menechell.

The track and field men who make up the contingent are Baruch Feinberg, the javelin thrower, and Uri Zohar, the shot putter.

Asor Celebration In Druse Village

Jerusalem Post Reporter

ACRE, Monday. — A Tenth Anniversary celebration was held this afternoon in the Druse village of Yerka (Western Galilee) in the presence of the Minister of Labour, Mr. Mordechai Namir, members of the Knesset, representatives of the minority communities, the Director General of the Premier's Office, Mr. Tadda Kollek, Archbishop Hakim, religious dignitaries, Haifa Mayor Abba Khoushy, army and police officers and members of the surrounding villages.

The convoy of guests was received in the village main square with a traditional "fantasy" volley of shots in the air from all types of small arms. They were greeted by the host, Sheikh Jabir Mu'adi, M.K.

Mr. Namir expressed the hope that during the second decade peace with the Arab States would be established. He announced that of the 15,000 of the Government had allocated for the rehabilitation of the Arab refugees in Israel, his Ministry would spend IL7.5m. for housing.

Sheikh Zalamani Tarif, of the Druse community, Archbishop Hakim and Mr. Seif E-Din Zuhbi, of Nazareth, also spoke. Mr. Namir was presented with a sword.

I.P.O. to Record Again for Decca

TEL AVIV, Monday. — For the second consecutive season, the I.P.O. is to make records with recording sessions commencing this week.

Producer John Culshaw and the same team of engineers and technicians who were here last year arrived at the end of last week, and the equipment, sent by air from England, has already been installed in the Mann Auditorium.

The conductors directing the recordings are the eminent French-born conductor, Jean Martinon, and Georg Solti, who is already well known to Israeli music-lovers.

Prosecutor Calls Dr. Sheib Head of Underground

Jerusalem Post Reporter

Ze'ev Eckstein and Dan Sheimer, who were sentenced to life imprisonment for the murder of Dr. Israel Kastner, through their attorneys, yesterday replied to Mrs. M. Ben Porat, the prosecutor, who had appealed against the lower court ruling which found that they were not members of an underground terrorist organization.

On May 21, Yehez Menkes, also found guilty of the murder, is to present his appeal against conviction for the crime of murder and his reply to the State's appeal against his exoneration of the terrorist underground membership charge.

Yesterday's session opened with Mrs. Ben Porat continuing to quote from the protocol of the lower court to prove that the underground organization existed.

She also quoted from "Ha'olam", which is edited by Dr. Israel Sheib, whom she described as the "head" of the underground organization.

She claimed that "Ha'olam", despite the fact that it was licensed, served as a focal point of the organization, as did the "Ha'olam Club," despite its outward legal atmosphere. She believed that the murder of Dr. Kastner, perpetrated without any personal reason, proved the existence of the underground.

Mr. A. Tel, appearing for Eckstein, and Mr. Y. Menkes, counsel for Sheimer, in their replies, denied that their clients belonged to such an organization, whose existence, they claimed, had never been proved.

Mr. Max Kritzman, counsel for Menkes, complained to the Court that his client was being treated in prison and held in solitary confinement except for an hour's exercise every day. Mrs. Ben Porat asked the Court to hear the view of the prison authorities, otherwise an erroneous impression would be created of the underground.

SHORESWATER POOL TO BE PRIVATE CLUB

Jerusalem Post Reporter

The Shoreswater swimming pool near Jerusalem is to open on May 15 as a club, with improved facilities, its management told the press yesterday. It will be called the Elin Harim Club, and will be open only to members and their guests.

The reason given for the change is to prevent repeated cases of damage wrought by unruly elements on the settlement's orchards and vineyards, as well as to the pool. "Though we are still in a dry area, we will have to offer something special in view of the future competing pool in the Capital," Mr. A. Abramowitz, declared.

Innovations at the pool — situated 700 m. above sea level — some 17 km. out of Jerusalem on the main road — include a water circulation system, a diving board, volleyball and table tennis, and improved dressing rooms. It was said. Asphalting of the 1.5 km. approach road begins this week.

The membership fee for the season is: individual: IL40; couple: IL80; family: IL160, and guests of members IL1 per visit.

Libel Case Against 'Davar Hashavua'

TEL AVIV, Monday. — The hearings of the private criminal libel suit brought by the "Haolam Haze" weekly against "Davar Hashavua" and its publishers, "Davar" began today before Magistrate Y. Megoury-Cohen.

The plaintiffs charge that an article published in "Davar Hashavua" had created the impression that the abduction of Mr. Eli Tabor, a member of the "Haolam Haze" editorial staff, had been staged last December by his editor, Mr. Uri Avneri. Mr. Shmuel Tamir is appearing for "Haolam Haze" and Mr. Michael Caspi for the defendants.

SCHOOLS WILL BE CLOSED on Thursday, Lag B'Omer, the Ministry of Education announced yesterday.

(Times)

Pioneer Women of all lands!

Jerusalem Post Reporter

Many Jerusalem children saw an elephant for the first time in their lives yesterday when the Medrano Circus paraded through the main streets of the Capital.

Elephants Parade Through Town

Jerusalem Post Reporter

The parade was given a royal reception by the thousands lining the streets, practically the entire young population of the Capital, among them. Though the Ministry did not issue a directive to schools, school-children were given time off, and groups of boys were brought along by their kindergarten teachers.

The parade consisted of cowboys and gaudies on horseback, a band of circus girls on a float, five elephants in file, and clowning on a wagon.

There are no elephants in Jerusalem's zoo, and the last time a circus appeared in the Capital was reported to be about 30 years ago.

AFULA REFINERY READY For Negev Sugar Beet

Jerusalem Post Reporter

BEERSHEVA, Monday. — The Afula sugar refinery will begin work tomorrow in anticipation of the sugar beet crop from the Negev, which this year is being lifted about a fortnight ahead of schedule, the Jewish Agency Settlement Department told the press today.

A record yield, both in tonnage per dunam and sugar content is expected from the 5,000 dunams planted in the Negev this year. Farmers look forward to a yield of 4.5 tons per dunam and a sugar content of 18 per cent. The advancing of the harvest to this week is a result of the hot spring weather.

Settlement Department spokesmen went on to say that the area planted this year in peanuts had declined from 5,000 dunams to 3,500, while 9,500 dunams were planted in cotton (7,500 last year). Good yields are also expected from the 5,800 dunams planted in spring potatoes.

Only 5,000 dunams of summer grains, mostly sorghum and maize, have had to be ploughed under because of the drought, it was revealed.

Children Abandoned In Recruitment Office

TEL AVIV, Monday. — Four young children between the ages of five to ten years were abandoned by their mother in the Ministry of Defence Recruitment Office in Jaffa today. The woman had earlier requested aid from the Ministry, claiming that her husband was a communist and her children were suffering from hunger. Police are searching for the mother.

On Thursday, May 8, buses will leave for Meron from the places mentioned above from 5:00 a.m. until noon and back from Meron until the end of the festivities.

EGGED (Eshed) Public Relations Department

From Haifa (Kikar Plumer), Tiberias, Safed, Kiryat Shmonah, Rosh Pina, to Meron from 4:00 a.m. to 9:30 p.m. at ten minute intervals.

Returning from Meron the buses will run according to need, until the last passenger is transported.

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